

UP222

SOA Meets Rich Internet Applications

- A Real Life Case Study for SAP



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Agenda



1. Objectives of the session
2. Introduction to Zui
3. Demo
4. Project Background
5. Technology and Architecture
6. Business Benefits
7. “Take Aways”
8. Looking Forward

SOA + RIA + SAP = ?

What does the application look like?

Does the application perform?

What infrastructure is required to run it?

What are the business benefits?

What kind of skills are required?



1. Objectives of the session



- Utilize a real-life case study to
 - Demonstrate how SOA and Rich Internet Applications can be combined to develop enterprise strength SAP applications with dynamic user experience
 - How such applications can be engineered and architected
 - Share with you our lessons learned and the customer benefits delivered
 - Looking into the future - how RIA and SOA fit within SAP development
 - Show how the Zui framework was leveraged to achieve project delivery

2. Introduction to Zui



- Zui
 - Is based in London
 - Specializes in developing user-centric SAP web applications utilizing RIA technologies
 - Zui has a team who have been working with SAP AG for the last 18 months to develop a number of such applications



DEMO

3. Demo

SAP



www.zui.co.uk

revolutionary business software



■ Project Objectives

- Implement a CRM Account Planning Application for SAP Global Business Operations to support the annual planning process for large and complex accounts
- Deploy an intuitive and user friendly user interface
- Fully integrate with SAP CRM and other key systems and utilize standard CRM objects and data
- Tight 16 weeks delivery timeframe to launch before SAP FKOM in Jan 2008

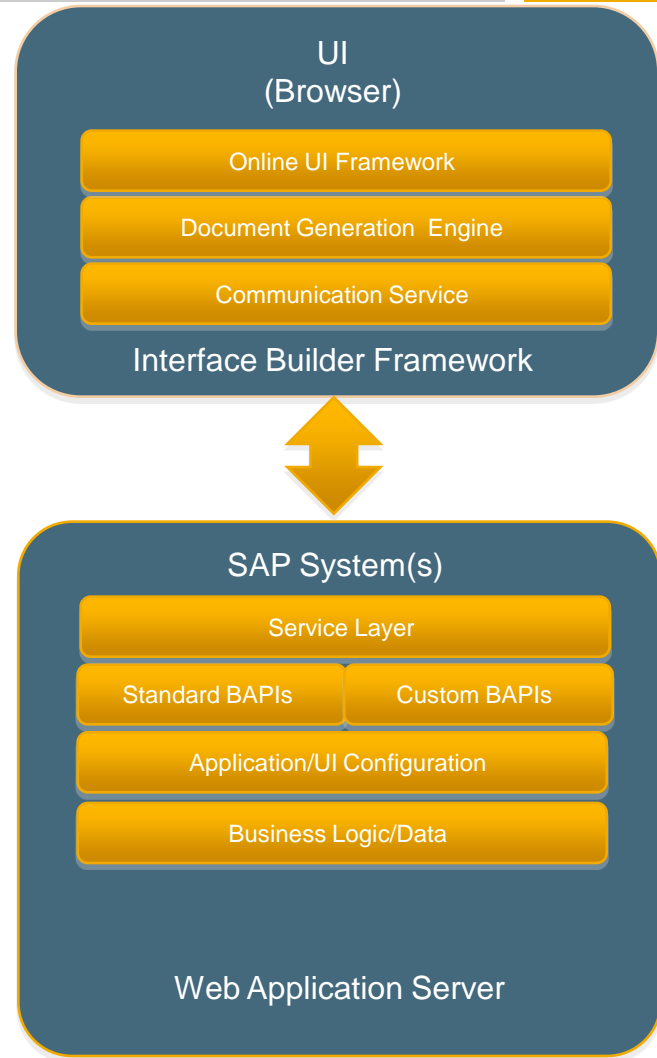
■ Implementation Highlights

- Over 3,000 account executives are currently using the tool
- Solution utilised leading edge UI technology and SAP ESOA architecture
- Innovative and revolutionary user interface results in “no training required”
- Zui framework enabled a template based solution that is easy to rollout to other countries/regions

5. Zui Architecture



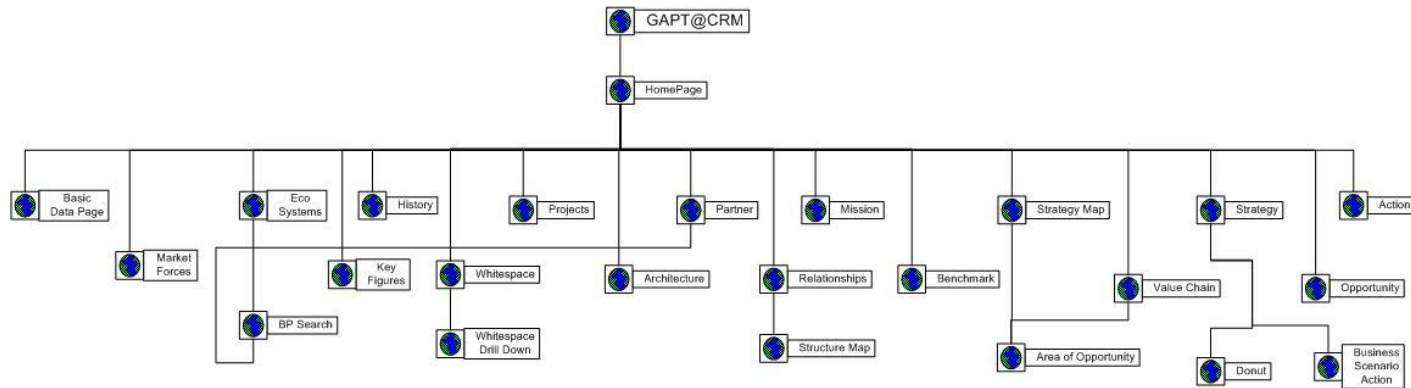
- Application is housed and executed within the SAP web application server environment – no additional infrastructure required
- Service Oriented Architecture (SOA) is the key. The entire application is defined in XML representation. The interaction between the UI (online/offline)/Document generation layer and business logic/data layer are handled through XML
- UI framework is written in AS3 with XML based communication layer
- Dynamic UI components such as menu structure, help links, navigation components, application/site structure are configured and maintained as customizing data
- An API allows development of bespoke UI components e.g. relationship map / matrix



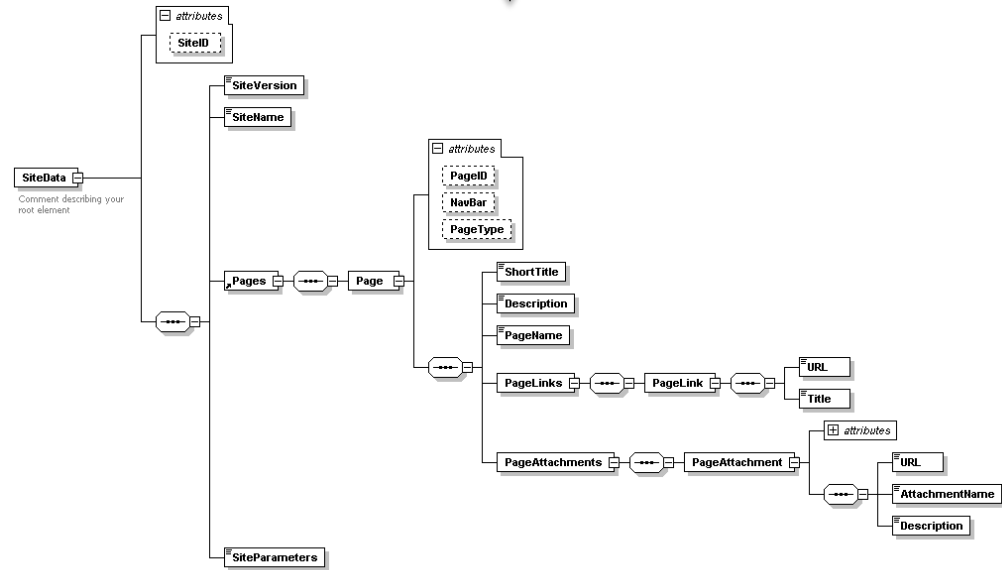
5. Zui Architecture



Application structure is configured and defined in the backend and driven in XML to the frontend at runtime



Design Process



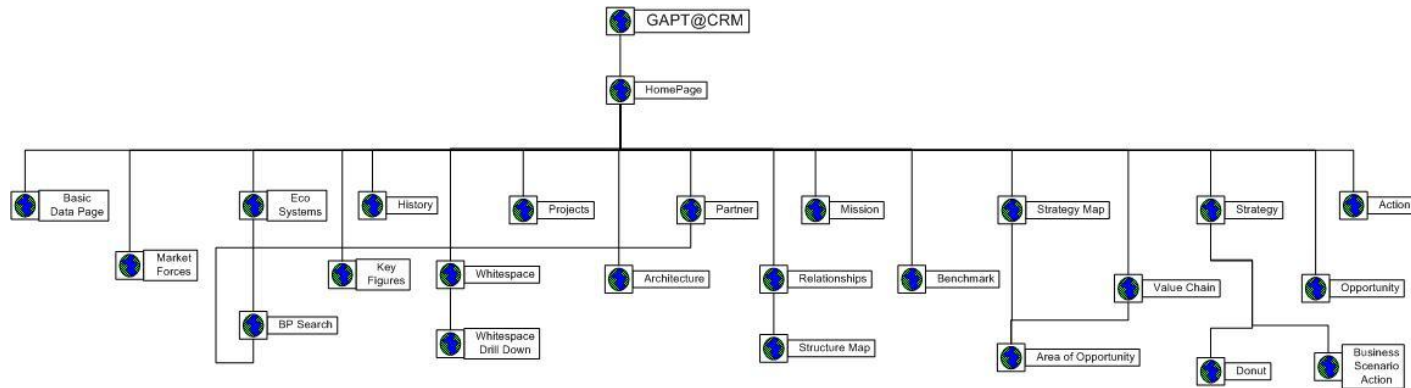
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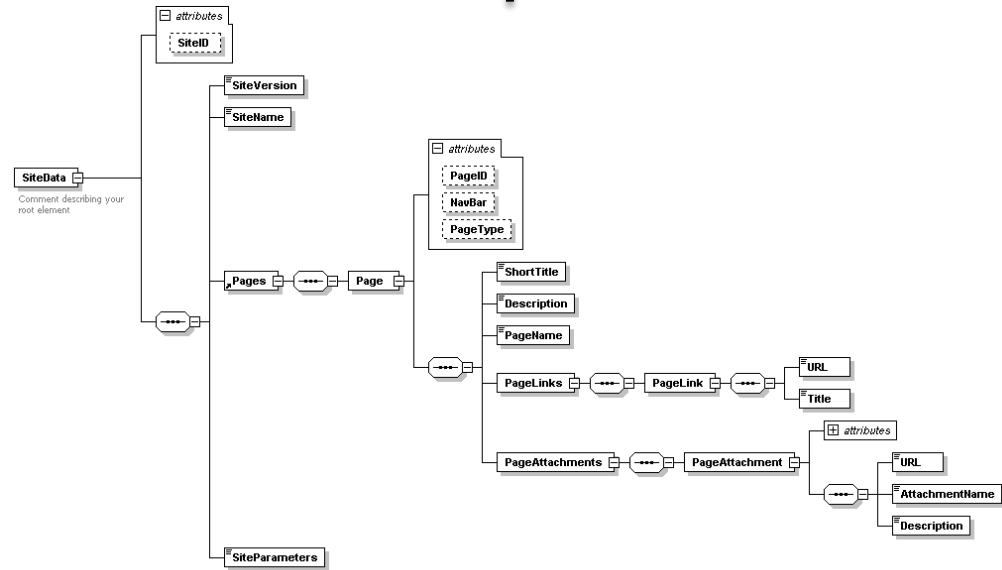
5. Zui Architecture



Application structure is configured and defined in the backend and driven in XML to the frontend at runtime



↑ Runtime



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5. Zui Architecture



Configuration for the application in CRM defines

- Application structure
- Application flows and navigation
- Authorizations
- Screen components
- Menu structure, help, additional links etc
- Supplied to the UI in XML at runtime

Display View "GAPT Site Pages": Overview

The screenshot shows the SAP CRM configuration tool interface. On the left is a 'Dialog Structure' tree view, and on the right is a table titled 'GAPT Site Pages'.

Site ID	Page ID	Site Version	Page Type	Short T
GAPT	COUNT	1.0	Main Page on Nav Bar	Accour
GAPT	ACTION	1.0	Main Page on Nav Bar	Action
GAPT	ALL	1.0	Main Page on Nav Bar	ALL
GAPT	ADD	1.0	Drill Down Page	Area of
GAPT	ARCHITECT	1.0	Main Page on Nav Bar	Archite
GAPT	BENCH	1.0	Main Page on Nav Bar	Benchr
GAPT	ECO	1.0	Main Page on Nav Bar	Eco
GAPT	FIGURES	1.0	Main Page on Nav Bar	Figures
GAPT	FLYIN	1.0	Pop up Page	Fly In
GAPT	HISTORY	1.0	Main Page on Nav Bar	History
GAPT	HOME PAGE	1.0	Main Page on Nav Bar	Home
GAPT	LOB	1.0	Drill Down Page	SAP LC
GAPT	MARKET	1.0	Main Page on Nav Bar	Market
GAPT	MISSION	1.0	Main Page on Nav Bar	Missio
GAPT	OPPORT	1.0	Main Page on Nav Bar	Opport
GAPT	PARTNER	1.0	Main Page on Nav Bar	Partne
GAPT	POTENTIAL	1.0	Main Page on Nav Bar	Potenti
GAPT	PROJECTS	1.0	Main Page on Nav Bar	Project
GAPT	RELATION	1.0	Main Page on Nav Bar	Relatio

Position... Entry 1 of 26

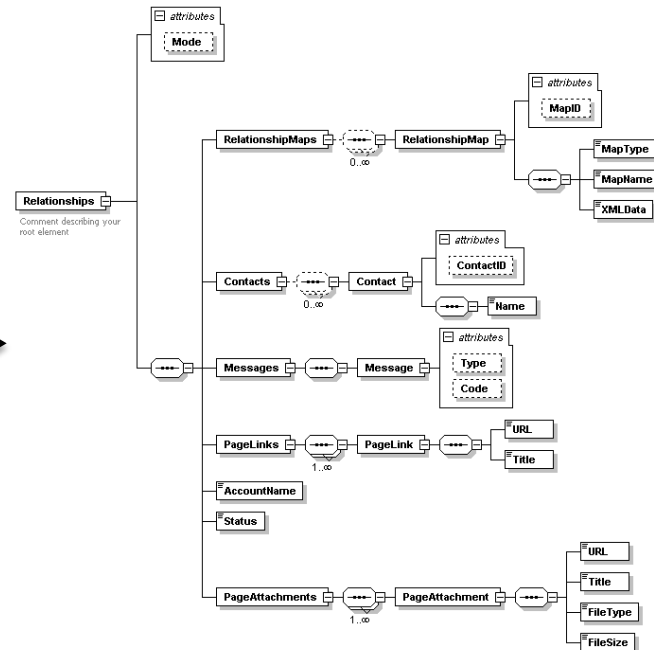
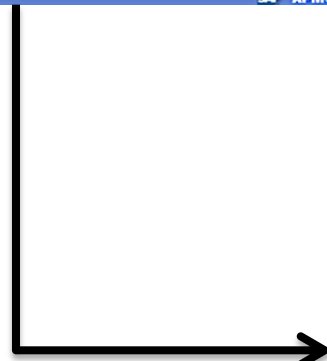
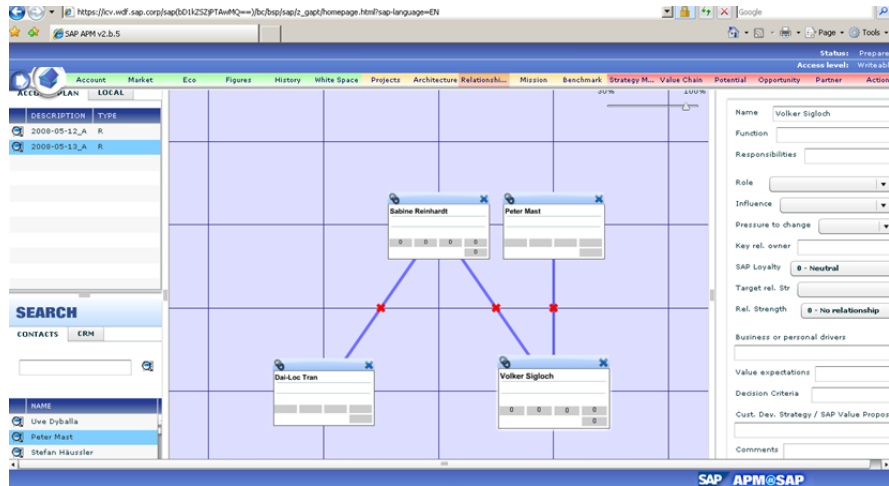
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5. Zui Architecture



Complete XML representation of application

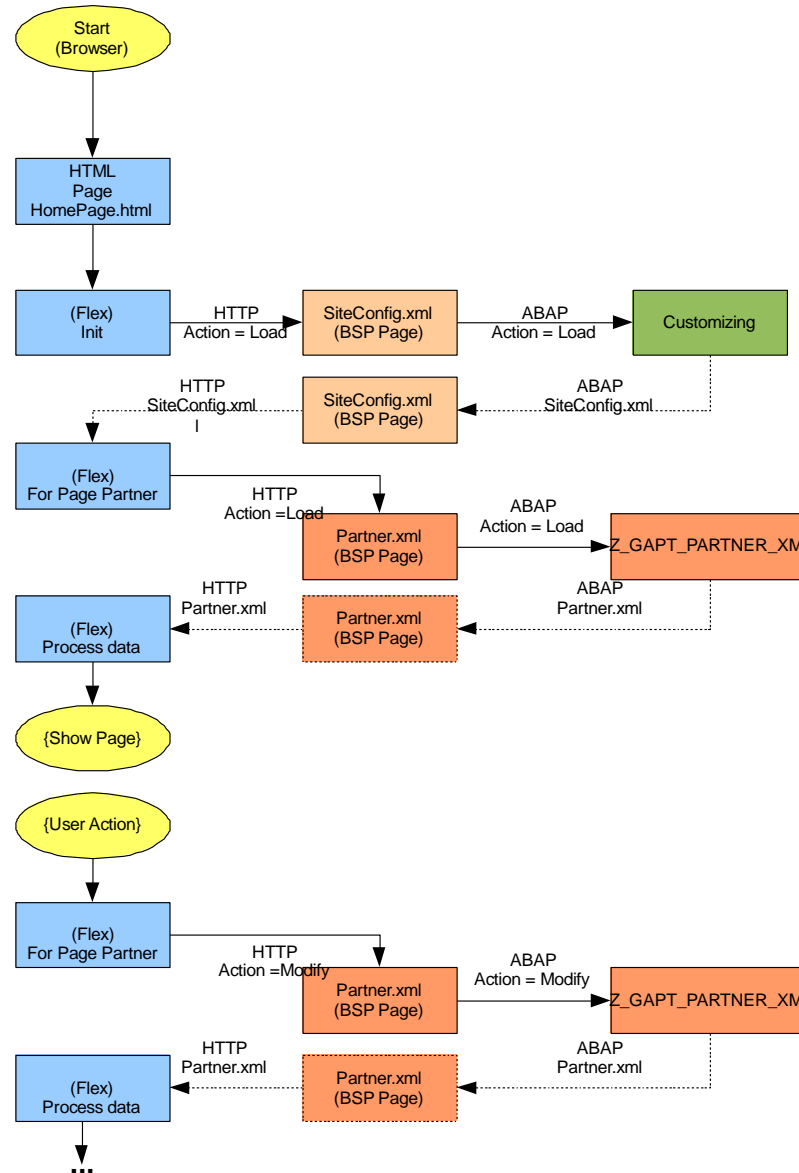
- Each screen has a XML schema definition



3 Zui Architecture



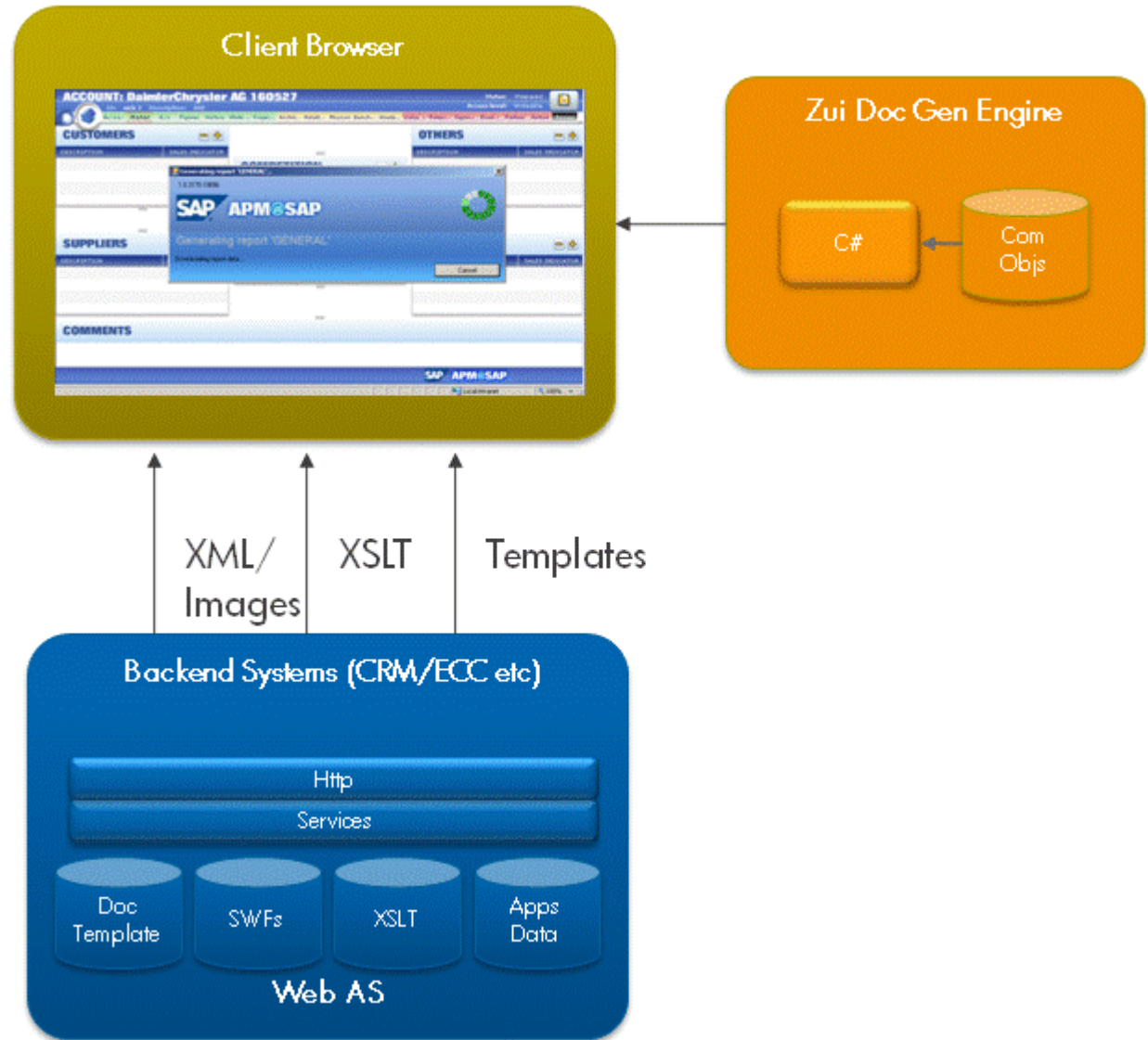
Application Process Flow



5. Zui Architecture



Zui Document generation utilizes the same service layer as the frontend to generate complex Office documents





- Usability
 - The combination of RIA and SOA created applications which are user centric and requires zero to minimum training
- Lower Total Cost of Ownership
 - Enhancements to the existing applications or new applications can reuse the existing services which lead to lower TCO
 - Enhancements / changes can be easily accommodated
 - Application configuration and changes can be made using existing SAP configuration, ABAP and admin skills
- Flexibility and reusability
 - Allow different technologies to connect to the same interface layer – Doc Generation Engine, online UI and offline UI
 - Existing SAP function modules can be reused to implement business logic
 - Allow the business to modify/enhance existing functionality quickly
- Innovation
 - Allow you to choose the best technology for the job

7. “Take Aways”



- RIA (the best way of building UI for web applications) + SOA (the best way to exposing business services) + SAP (arguably the most robust backend) = superior and robust enterprise applications with dynamic user experience
- RIA and SOA can be a platform for developing robust enterprise strength applications
- Application performance can potentially be better than a BSP type of application in certain aspects in a high latency WAN environment
- Incorporate a POC or prototyping phase to help define business requirements which will be critical for the modeling and definition of the service layer (if the requirements are fluid, frequent changes to the service layer could be expensive)
- Appropriate design of the service layer is critical and will pay dividends – alternatively use a framework designed for this purpose e.g. Zui

8. Looking Forward

- The maturity of SOA in SAP will allow SAP customers the flexibility to choose the best technology for the job e.g. they are no longer constrained by SAP technologies (Web Dynpro, BSP etc)
- RIA is here to stay – SAP internal business users like it and are using it
- RIA will move more from the consumer space into the enterprise space
- We will see more RIA application frameworks for SAP
 - At Zui we have built and continue to develop our own
- RIA+SOA+SAP=Enterprise Experience Oriented Architecture (**EXOA**).
 - More user led/centric enterprise application development
 - Can help with SOA definition as user experiences/screens are more meaningful than talking about services
 - Happier and more productive users!



→ SAP Public Web:

SAP Developer Network (SDN): www.sdn.sap.com

Business Process Expert (BPX) Community: www.bpx.sap.com

→ Zui Web

<http://www.zui.co.uk>

Thank you!



Feedback

Please complete your session evaluation.

Be courteous — deposit your trash,
and do not take the handouts for the following session.

Thank You !